

THE AFFORDABLE COMPUTER SHOP
Computers and Services for the Home, Education and Small Business
QUALITY AT PRICES YOU CAN AFFORD
Saul H. Jacobs • 6997 E. Casey Pl. • Tucson, AZ 85730 • 602 - 790 - 5352

Dear Prospective PMC-80 Owner:

Enclosed find a flyer in response to your inquire on the PMC-80. I have just opened a computer shop in Tucson and will be featuring the PMC line of products. If you are still interested in buying a computer please read the comparison between the PMC-80 and the other computers. I hope you will be as impressed as I was between capabilities and prices. As an introductory offer I am going to offer the PMC-80 for the price of \$575.00. I invite you to come buy and inspect the PMC-80 and to meet me. If you are out of town and would like for me to ship you the computer I would be glad to do so; please enclose a check or money order for \$575 (650 with upper/lower case modification installed) + \$34 (\$39mod) tax and \$10 for shipping and handling (total \$619, \$699 with mod) to THE AFFORDABLE COMPUTER SHOP and I will send the unit to you by UPS.

Since I am new in the business I would also like to start a mailing list. If you would like to be on that list drop me a line or give me a call and I will keep you informed of new developments as they occur. Here are some of the services I now offer and plan to offer in the future. Along with the PMC-80 I have the Upper/lower case mod and adapter cable to the expansion interface. I am offering a quality C-20 tape at 1.50 (compare that to Radio Shacks 3.50) each or 12.50 for 10. I have two programs ready for sale, the first a grade book for teachers (again you have to compare this one to either Radio Shacks or Instant Softwares to appreciate it) which sells for 24.95 and a test maker for teachers to make up multiple choice tests which sells for 14.95. Both are designed for 16K level 2 (please indicate disk or cassette and add 1.00 for shipping). I am also doing upgrades and will add memory to either your CPU or interface unit for \$75 per 16K.

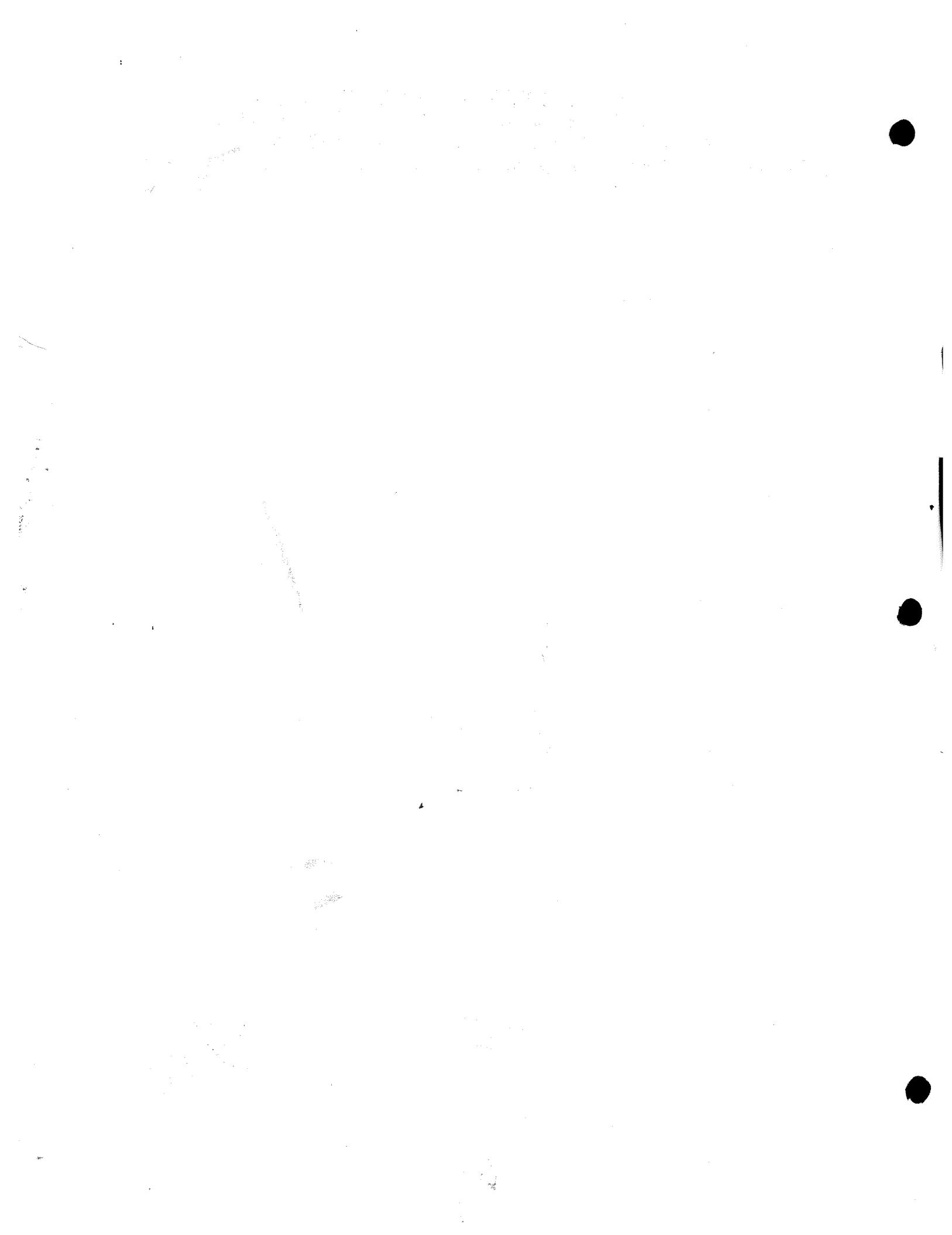
Future plans are; first to increase our line of programs, next will be an address book and a series of electronic practice questions for those who want to learn electronics or practice for FCC testing. I plan in the near future to add an expansion interface to my line and expect some exciting news in this area in the very near future. I am in negotiations with several companies for disk drives and diskettes.

To end let me emphasize my goal, that is to provide service and products to the 80 user at a fair price without the hassle the major company in this area is famous for. If you know of anyone who is interested or who would like to get on my mailing list please pass this on to them and have them contact me.

Notes: 1. If you plan to come by please call before hand to make sure I am here and I have the product on hand you want to see.
2. Please allow one week for personal checks to clear the bank.
3. Don't forget shipping on your order: \$10 for the computer, \$1 for other items.

Thank you

Saul H. Jacobs



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November 10 1980

Fellow Computer Enthusiasts

I am sending you our first catalog even though you may have not asked to be put on our mailing list. For those of you who have purchased from us in the first few months of operation we appreciate your business and assure you that we will be here for your continued support. I promise that those of you who do not wish to be bothered will not receive any more communications from you after this but I did want to let you know we are still here and are growing.

I would also like you to know a little about myself and what my plans are for this new business I have just started. First I have been in electronics for 30 some years now professionally and have become an admert computer ethusiast in the last several years. At the present time I am teaching electronics for Pima Community College part time and running this business full time. I believe that to be succesfull in anything a person has to be dedicated and stand by what they say. This is the basis I am using for this business. First we are not in this to make a fast buck, in fact at this time we are just about breaking even. I have been living in Tucson at the same place for the last eleven years and am not about to sell you something today and be gone tomorrow. Second I am not in this to make a fortune, the prices I charge are discounted as far as I can and still making a living out of this. Third since I beleive a man's name is his fortune, I am offering only what I consider to be the best dollar for dollar value on the market. Finally I pledge to support all computers and other items I sell.

Let me restate our goals and policys:

1. To offer the lowest practical prices
2. To provide support on all items sold
3. To be here tommorow if you have a question on what you bought
4. To carry only the items that will give you the best dollar for dollar value.
5. To personally insure that all items sold are of the quality advertised

You will notice that even though we are advertising a wide range of computers, the concentration is on the PMC-80 and the Atari 800. The catolog is made up mostly from these two computers. The reason this was done was that most of our customers want a personal computer and we feel these two are the best dollar for dollar value. If you are intrested in a system for your business, small or large we have PET, DYNABYTE, NORTHSTAR, EXIDY and others please write or call and information on those systems will be forthcoming.

Let me conclude with the reasons we are concentrating on the PMC-80 and ATARI 800. First I beleive the PMC-80 is the most afordable

computer offered today. For \$575 you can be up and runing with a computer with enough RAM to do some programing with. The APPLE has for many years dominated the market for those who wanted a more sophisticated computer, and have acted that way. I beleive that ATARI is offering a computer as good if not better than the APPLE at better prices and offering more support. Compare the specifications, prices and software between the two and you will see what I mean.

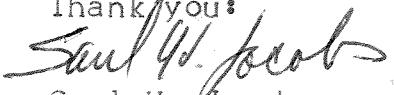
We accept Mastercharge, Visa, personal or certified checks
Allow one week for personal checks to clear

If item ordered is on hand it will be shipped the next day if there will be over a one week delay you will be notified

Arizona residents add 4% tax Tucson residents add 6%

Shipping through UPS add \$5.00 shipping charge

Thank you:



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PRICE LIST ALL ITEMS DISCOUNTED 10% OR MORE

ATARI 400 BASIC UNIT-----	\$525
ATARI 400 COMPLETE SYSTEM-----	\$600
INCLUDES ATARI 400, CASSETTE, JOYSTICKS AND DEMONSTRATION SOFTWARE	
ATARI 800 BASIC UNIT (16K RAM)-----	\$902
ATARI 800 COMPLETE SYSTEM-----	\$995
INCLUDES ATARI 800 (16K RAM), JOYSTICKS, DEMONSTRATION SOFTWARE AND CASSETTE RECORDER	
COMMODORE PET-----	
16K BASIC UNITS BOTH BUSINESS AND GRAPHICS-----	\$895
32K BASIC UNITS BOTH BUSINESS AND GRAPHICS-----	\$1160
8K BASIC UNIT-----	\$720
16K BASIC UNIT 80 COLUMN-----	\$1350
32K BASIC UNIT 80 COLUMN-----	\$1610
COMMODORE BUSINESS SYSTEM-----	\$31.00
INCLUDES 32K BUSINESS BASIC UNIT, CBM DUAL FLOPPY, CBM TRACTOR FEED PRINTER AND REQUIRED CABLES.	
APP FLOPPY DISK SYSTEM-----	\$950
INCLUDES CPU, FLOPPY DISK, INTERFACE, CASSETTE AND EXPANSION BOX (COMPLETE PERSONAL COMPUTER AND GAME MACHINE)	
EXIDY SORCERER II-----	
16K BASIC UNIT-----	\$1150
32K BASIC UNIT-----	\$1250
48K BASIC UNIT-----	\$1350
EXIDY BUSINESS SYSTEM-----	\$5000
INCLUDES 32K SORCERER, DISPLAY DISK, CENTRONICS .779 PRINTER	
NORTH STAR BUSINESS SYSTEM-----	\$5300
INCLUDES NORTHSTAR HRZ-2-32K-D-ASM, SOROC 1Q120, 820 BASIC PRINTER	
PMC-80 BASIC SYSTEM 16K-----	\$575
PMC-80 WITH UPPER/LOWER CASE MODIFICATION-----	\$650
PMC-80 BUSINESS SYSTEM-----	\$2900
INCLUDES PMC-80 WITH UPPER/LOWER CASE MOD, EXPANSION CARD, EXPANSION INTERFACE WITH 32K, 2 AEROCOMP 40 TRACK DISK DRIVES, CENTRONICS 730 PRINTER AND ALL CABLES.	
TI-99/4 BASIC SYSTEM-----	\$850
TI-99/4 STARTER SYSTEM-----	\$1150
INCLUDES TI-99/4 BASIC UNIT, COLOR MONITOR, JOYSTICKS AND DEMONSTRATION SOFTWARE	
MOST OF THE ABOVE SYSTEMS COME WITH A MONITOR OR AN RF MODULATOR THAT WILL ALLOW PLUG IN THROUGH A TV GAME SWITCH TO YOUR TV. IF YOU WANT A SEPERATE MONITOR WE OFFER BOTH LEEDEX AND SANYO MONITORS AS WELL AS THE TV GAME SWITCH.	
TV GAME SWITCH-----	\$5
LEEDEX 12" MONITOR-----	\$135
SANYO 9" MONITOR-----	\$200
SANYO 12" MONITOR-----	\$250
SANYO 12" MONITOR GREEN DISPLAY ON BLACK BACKGROUND-----	\$270

SANYO 13" COLOR MONITOR----- \$450
WE HANDLE A COMPLETE LINE OF PRINTERS BELOW ARE LISTED ONLY A
FEW ASK FOR PRICES OF OTHERS AT THE SAME SAVINGS

BASE 2 PRINTER----- \$675
CENTRONICS 730 PRINTER----- \$700
CENTROMICS 737 PRINTER----- \$875
ANADEX DP 8000----- \$875
ANDEX DP 9500----- \$1500
TI 810----- \$1695

AEROCOMP DISK DRIVES FOR THE PMC-80 OR TRS-80
40 TRACK "FLIPPY" (USE EITHER SIDE OF THE DISK)----- \$340
80 TRACK "FLIPPY"----- \$440
40 TRACK DUAL HEAD (SAME AS 2 40 TRACK DRIVES)----- \$440
80 TRACK DUAL HEAD----- \$600
2 DRIVE CABLE----- \$25
3 DRIVE CABLE----- \$30
4 DRIVE CABLE----- \$35

SOFTWARE SUPPORT IS AVAILABLE FROM US ON ALL SYSTEMS WE CARRY

WE ALSO HAVE SEVERAL LARGER BUSINESS SYSTEMS AVALEDIF THAT
IS YOUR NEED.

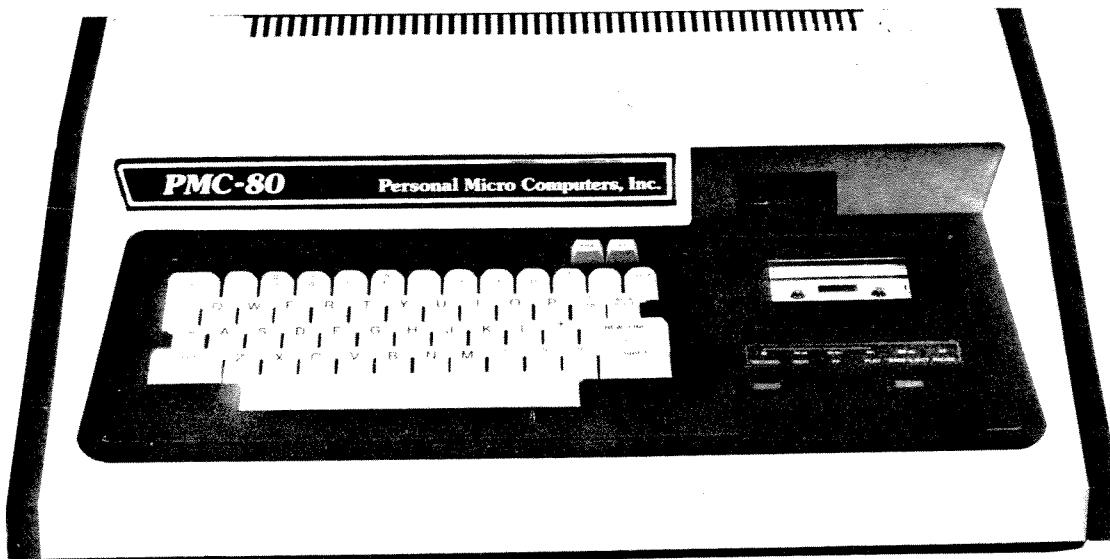
DELIVERY ON ALL ITEMS APPROXIMATELY ONE WEEK AFTER PAYMENT.

16K MEMORY ----- \$50
16K MEMORY INSTALLED AND CHECKED IN
EITHER CPU OR INTERFACE ----- \$75
P-20 TAPE ----- \$1.25
DISK ----- \$3.25

THE AFFORDABLE COMPUTER SHOP OF TUCSON INTRODUCES

"THE NEW GUY IN TOWN"

COMPARE IT WITH THE OTHERS THEN CALL SAUL AT 790-5352



Personal Micro Computer (PMC-80)

The PMC-80 is a stand-alone computer system compatible to the popular TRS-80[®] MC-1000 and MC-1001. The same Radio Shack[®] BASIC and SYSTEM tapes can be used. It features 16K bytes of RAM and has a memory expansion slot for up to 112K RAM. It also has a built-in cassette tape reader and writer that makes it 100% software compatible with programs from Radio Shack[®] and from the hundreds of other independent suppliers. The built-in cassette player reads standard Radio Shack[®] programs for the TRS-80[®].

FEATURES

- Software compatible: Level II BASIC and SYSTEM tapes
- Hardware Compatible with TRS-80[®] MC-1000 Interface Adapter
- Video output for both TV monitor and TV set with A/V

The PMC-80 is compatible with any of the major video games and disk drives and can be connected to a VCR or monitor. An optional 10-pin interface adapter is required to link the PMC-80. Most importantly, the Interface Adapter permits expansion interfaces with memory expansion up to 112K RAM included. An Expansion interface will also permit the connection of Radio Shack[®] compatible 5 1/4" disks with the operating systems, MS-DOS, PC-BASIC, etc.

- Unified construction—just plug into power outlet and TV
- Integrated cassette recorder has automatic ejection feature
- Complete operating instruction and programming manuals

OPTIONS

1. **FASTLOAD** Cassette Interface System. Searches by name and loads standard Level II BASIC or SYSTEM cassette tapes 16 times faster at 8000 baud.
(Includes Option 3)
2. Upper/Lower Case Modification. Compatible with two popular word processor software packages: Electric Pencil by Michael Shrayer and Scripsit by Radio Shack.
3. Interface Adapter. Converts PMC-80 50-pin bus to standard 40-pin bus for connection to Radio Shack TRS-80 peripherals.

90-day warranty period. Units may be returned for free repair or replacement within 90 days of shipment for any defect in material or workmanship. One week turn around provided.

SPECIFICATIONS

• Memory	16K bytes RAM externally expandable to 48K
• Basic Interpreter	12K Level II by Microsoft provides software compatibility
• Cassette	Built-in, loads all Level II programs with automatic volume control
• Display	Remote control disconnect switch permits manual control
• ASCII character set	TV Monitor port or TV Modulator (CH3)
• Text format	Upper case standard, lower case optional
• Graphics	64 x 16 or 32 x 16 in 2 pages (expanded character for TV set)
• Power supply	128 x 48 or 64 x 48 in 2 pages
• Interface	Self-contained and fused
• Size	50-pin bus to S-100 chassis or 40-pin for TRS-80 peripheral compatibility
	21 ¹ / ₄ x 15 x 4 ³ / ₄ inches

Compare the PMC-80 with other 16K memory micros in its class.

Feature	PMC-80	TRS-80	PET	APPLE II	ATARI
CPU Processor	Z-80	Z-80	6502	6502	6502
ROM Memory Size	12K	12K	14K	12K+	12K
Maximum RAM/in Unit	48K/16K	48K/16K	48K/48K	48K/48K	48K/48K
Characters per Line	64/32	64/32	40	40	40
Lines per Screen	16	16	25	24	24
Character Sizes	2	2	1	1	1
Display Type	Monitor or TV (not supplied)	Monitor	Monitor	TV (not supplied)	TV (not supplied)
Colors	No	No	No	15	16
Graphics	128 x 48	128 x 48	Character Oriented	192 x 280 Hi Res 40 x 40 Low Res	192 x 280
Mass Storage Type	Cassette plus second port	Cassette	Cassette plus second port	(not supplied)	Cassette plus second port
Data Transfer Rate	62.5 cps. Stand. 1000 cps Opt.	62.5 cps	62 cps	125 cps	37.5 cps
C-20 Storage Capacity	75K Bytes	75K Bytes	75K Bytes	150K Bytes	56K Bytes
Sound and Joysticks	No	No	No	Yes	Yes
Bus	50-pin stand. 40-pin Opt.	40-pin	IEEE-488	Apple-50	Atari-25
Basic Interpreter	Microsoft	Microsoft	Microsoft	Microsoft	Microsoft
Price	\$ 645	\$ 849	\$ 995	\$1195	\$1229

Form 80-005

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PRICE LIST FOR THE PMC-80 AND TRS-80 (ALL ITEMS DISCOUNTED 10% OR MORE)

NOTE--THE PMC-80 IS COMPLETELY COMPATABLE WITH RADIO SHACKS TRS-80 MODEL 1 LEVEL 2 16K EVERYTHING THAT WORKS ON RADIO SHACKS EQUIPMENT (SOFTWARE INCLUDED) WILL RUN ON THE PMC-80.

PMC-80-----	\$575
PMC-80 WITH UPPER/LOWER CASE MOD-----	\$650
TV GAME SWITCH-----	\$5
LEEDEX 12" MONITOR-----	\$135
32K INTERFACE-----	\$475
NOTE--THIS IS THE STANDARD RADIO SHACK INTERFACE UNTILL PMC BRINGS THEIRS ON THE MARKET	
AEROCOMP DISK DRIVES FOR THE TRS-80 OR PMC-80	
40 TRACK "FLIPPY" (USE BOTH SIDES OF THE DISK)-----	\$340
80 TRACK "FLIPPY"-----	\$440
40 TRACK DUAL HEAD (ACTS THE SAME AS 2 40 TRACK UNITS)-----	\$440
80 TRACK DUAL HEAD-----	\$600
2 DRIVE CABLE-----	\$25
3 DRIVE CABLE-----	\$30
4 DRIVE CABLE-----	\$35
INTERFACE CARD-----	\$32
CHANGES PMC BUS TO TRS BUS-----	
ANALOG INPUT BOARD-----	\$36
ALLOWES USE OF JOYSTICKS-----	
9 VOLT POWER SUPPLY FOR ANALOG INPUT BOARD-----	\$8
FASTLOAD CASSETTE INTERFACE-----	\$140
ALLOWS LOADING OF TAPES 16 TIMES FASTER (NORMAL RECORDING)	
CASSETTE RECORDER FOR FASTLOAD INTERFACE-----	\$85
COMPLETE FASTLOAD SYSTEM-----	\$250
INCLUDES INTERFACE AND CASSETTE (WILL ALSO WORK WITH TRS-80)	
40 PIN CABLE-----	\$22
WE HAVE A FULL LINE OF PRINTERS, LISTED ARE ONLY A FEW ASK FOR PRICES ON OTHERS.	
CENTRONICS 730-----	\$700
CENTRONICS 737-----	\$875
BASE 2 -----	\$675
ANADEX DP 8000-----	\$900
LISTED HERE ARE ONLY THE PROGRAMS WE HAVE ACCESS TO FOR THE PMC-80 OR TRS-80 REMEMBER SINCE THE PMC-80 IS A COMPATABLE COMPUTER TO THE TRS-80 THE HUNDREDS OF PROGRAMS WRITTEN FOR THE TRS-80 WILL WORK ON THE PMC-80.	
FROM THE AFFORDABLE COMPUTER SHOP	
GRADEBOOK-----	\$24.95
TESTMAKER-----	\$14.95
ELECTRONIC FORMULAS-----	\$14.95
45 D. C. QUESTIONS (REQUIRES THE TESTMAKER)-----	\$9.95
45 A. C. QUESTIONS (REQUIRES THE TESTMAKER)-----	\$9.95
FROM AUTOMATED SIMULATIONS	

STARFLEET ORION-----	\$17.95
STARFLEET ORION (DISK)-----	\$22.50
INVASION ORION-----	\$17.95
INVASION ORION (DISK)-----	\$22.50
TEMPLE OF APSHAI-----	\$22.50
TEMPLE OF APSHAI (DISK)-----	\$28.00
DATESTONES OF RYN-----	\$13.50
DATESTONES OF RYN (DISK)-----	\$17.95
MARLOCS TOWER-----	\$13.50
MARLOC'S TOWER (DISK)-----	\$17.95
HELLFIRE WARRIOR-----	\$22.50
HELLFIRE WARRIOR (DISK)-----	\$28.00
RESCUE AT RIGEL-----	\$17.95
RESCUE AT RIGEL (DISK)-----	\$22.50
FROM PERSONAL SOFTWARE	
CHECKER KING-----	\$17.50
BRIDGE PARTNER-----	\$13.50
TIME TREK-----	\$13.50
VITAFACTS 6 CASSETTES-----	\$102
MICROCHESS 1.5-----	\$17.50
CCA DATA MGMT SYSTEM (TRDOS)-----	\$67.50
FROM INSTANT SOFTWARE	
AIR FLIGHT SIMULATION LEVEL 1 OR 2-----	\$7.25
UTILITY I LEVEL 2-----	\$7.25
AIRMAIL PILOT LEVEL 2-----	\$9.00
UTILITY 2 LEVEL 2-----	\$7.25
DEMO III LEVEL 2-----	\$7.25
SPACETREK II LEVEL 1 OR 2-----	\$7.25
SPACETREK IV LEVEL 2-----	\$7.25
RAMROM PATROL LEVEL 2-----	\$7.25
TEACHER LEVEL 2-----	\$9.00
HOUSEHOLD ACCOUNTS LEVEL 2-----	\$7.25
TERMINAL 80 LEVEL 2-----	\$22.50

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***** CHRISTMASS SPECIAL 1980 ***** SPECIAL *****

HAVE YOU BEEN LOOKING AT THE APPLE?
LIKE ITS COLOR? ITS SOUND? ITS GRAPHICS?

THEN LOOK AT THIS
16 COLORS EACH WITH 8 INTENSITIES
4 INDEPENDENT SOUND SYNTHESIZERS, AUDIO THROUGH YOUR TV, 4
OCTAVES AND THE UNIT HAS AN INTERNAL SPEAKER
HIGHEST GRAPHIC MODE 320 BY 192

THE UNIT INCLUDES THE FOLLOWING
16K RAM
EXPANDABLE TO 48K WITHIN THE UNIT ITSELF
BASIC INTERPRETER
BUILT IN TV MODULATOR
CONNECTOR FOR A MONITOR IF YOU NEED IT
DISK OR CASSETTE HOOKS DIRECTLY TO THE CPU, THATS RIGHT, YOU
DO NOT NEED AN INTERFACE OR CONTROLLER BOARD.

THE NAME 'ATARI 800' PRICE 1080 DOLLARS

BUT GET THIS UNITLL 25 DECEMBER 1980 WE ARE OFFERING THIS UNIT
AT 995 DOLLARS. BUT THAT IS NOT ALL LOOK AT THE PACKAGE WE
WILL OFFER YOU UNTILL CHRISTMASS FOR \$995

ATARI 800-----	1080
ATARI CASSETTE-----	89
JOYSTICKS-----	20
8K EXTRA RAM-----	125
Demonstration Software-----	20
TOTAL VALUE-----	\$1334 YOUR COST \$995

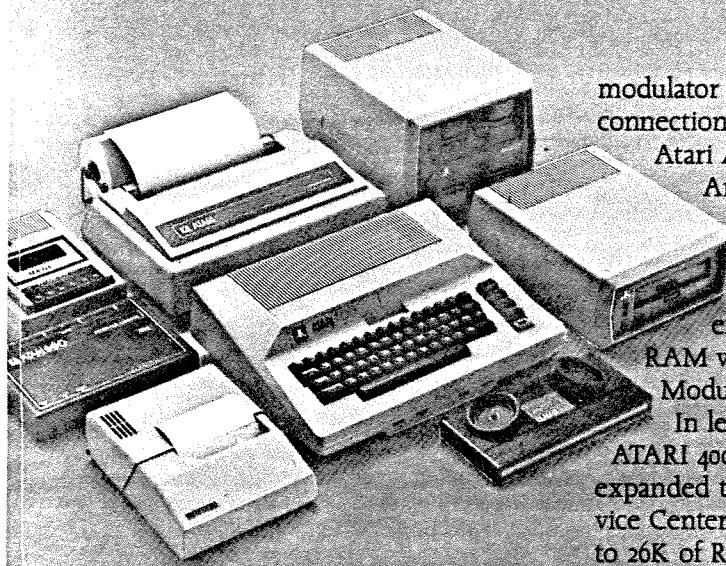
THIS IS A SPECIAL OFFER AND A NEW MACHINE DELAYS BETWEEN 1 AND
2 WEEKS MAY OCCUR

ADD \$10 SHIPPING AND HANDLING IF YOU DON'T PICK IT UP
MASTER CHARGE AND VISA EXCEPTED
TUCSON RESIDENTS ADD 6% TAX ARIZONA RESIDENTS 4%

SPECIAL ON DISK DRIVES FOR THE ATARI: ATARI 810 DISK DRIVE
\$550 (92K)

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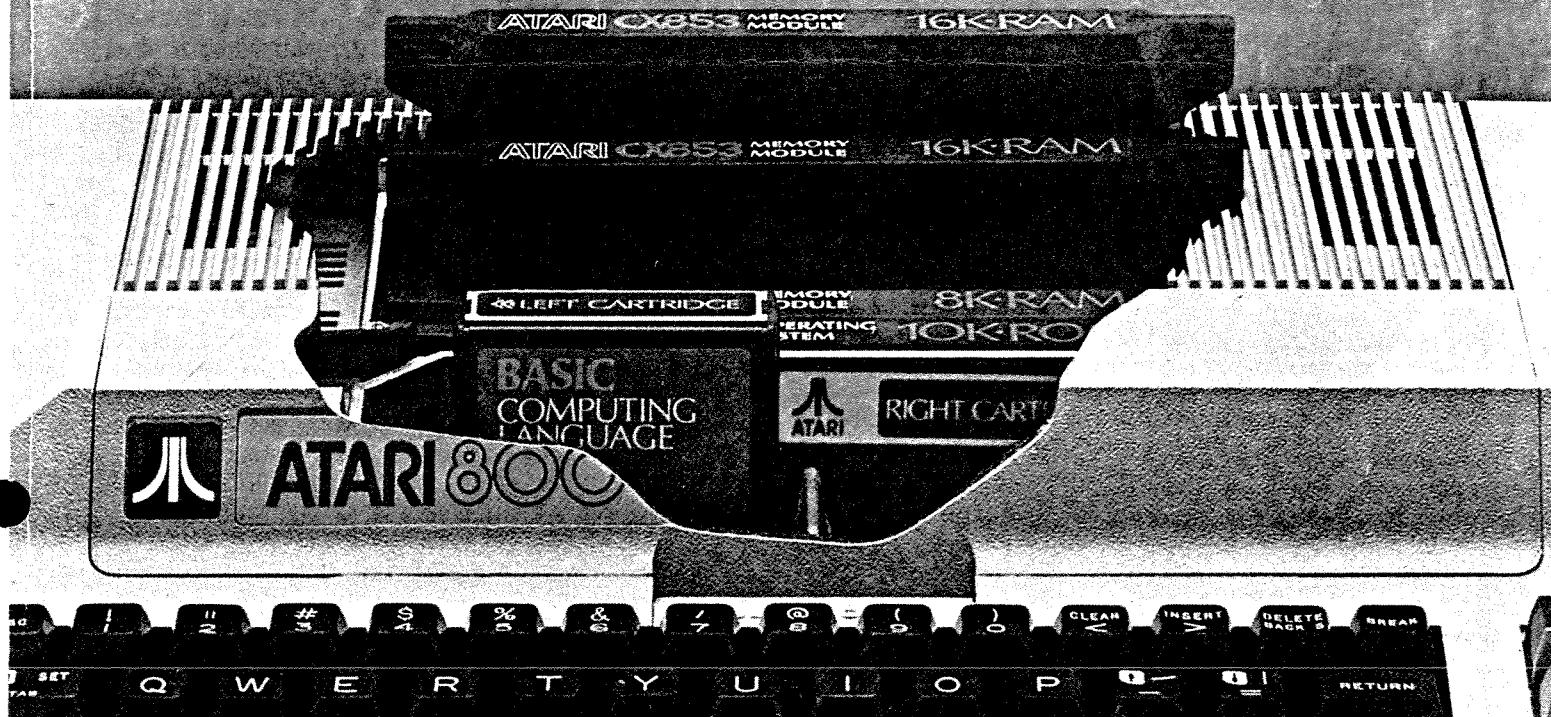


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PROGRAMMING LANGUAGES

- BASIC
- ASSEMBLER EDITOR

*Trademark of Taito America Corporation.
†This program requires more than 16K RAM.

FEATURES & TECHNICAL SPECIFICATIONS

Console: FCC approved, with built-in RF modulator. Connects to any TV.

CPU: 6502 Microprocessor. 0.56 microsecond cycle. 1.8 MHz.

Color: 16 colors, each with 8 intensities

Sound: Four independent sound synthesizers (in addition to audio through TV) for musical tones or game sounds. Four octaves.

Variable volume and tone. Internal speaker.

Memory: 16K bytes of Random Access Memory is included. The ATARI 800™ may be expanded up to 48K RAM with user-installed 8K or 16K Atari Memory Modules. The system includes a 10K ROM Operating System. ROM may be expanded up to 26K with user-installed solid-state cartridge programs.

Keyboard: 57 full-stroke alphanumeric keys plus 4 function keys. Upper/lower case. Inverse video. Full screen editing. Four-way cursor control. 29 keystroke graphics.

I/O: Serial input/output port for simple connection to peripherals. Four controller jacks for joystick and paddle controllers and light pen.

Language: Atari BASIC 8K ROM cartridge is included.

Display: Highest graphics resolution 320x192. 24 lines of 40 characters. Three text modes.

Power: AC transformer. UL approved.

Dimensions: 16" x 12½" x 4½". 9¾ lbs.

Warranty: 90 days parts and labor.

Service: Available at more than 100 Atari authorized service locations.

The ATARI 800™ is shipped with a BASIC language ROM cartridge, an operator's manual, a BASIC programming book, 1 3-ring binder, the ATARI Newsletter, an AC power transformer and TV switch box.

Upon return of the warranty card, the user receives valuable reference materials and new issues of the newsletter.

OPTIONAL ACCESSORIES

ATARI® 410 PROGRAM RECORDER

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ATARI® 815™ DUAL DISK DRIVE

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ATARI® 822™ THERMAL PRINTER

ATARI® 825™ 80-COLUMN DOT MATRIX IMPACT PRINTER

ATARI® 830™ ACOUSTIC MODEM

ATARI® 850™ INTERFACE MODULE

ATARI® PADDLE (CX 30-04) AND JOYSTICK (CX 40-04)

CONTROLLERS, AND LIGHT PEN (CX 70)

8K RAM MEMORY MODULE (CX 852)

16K RAM MEMORY MODULE (CX 853)

BLANK DISKETTES (CX 8100)

DISK FILE MANAGER (CX 8101)

BLANK CASSETTE (CX 4100)

ADDITIONAL ATARI 800 FEATURES

RAM Memory: Expandable to 48K bytes with user-installed RAM memory modules.

Keyboard: 57 full-stroke keys plus 4 function keys.

Monitor Jack: Composite video output for connection to a monitor.

Atari BASIC language cartridge is included.

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